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09/681,758	05/31/2001	Sean M. McCullough	VIGN1250-1	6416

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ART UNIT	PAPER NUMBER
2154	

DATE MAILED: 01/09/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/681,758	MCCULLOUGH, SEAN M.
	Examiner	Art Unit
	Ashok B. Patel	2154

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>21 October 2005</u>.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☐ Claim(s) <u>1-26</u> is/are pending in the application.

   4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-26</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   a)☐ All   b)☐ Some * c)☐ None of:

   1.☐ Certified copies of the priority documents have been received.

   2.☐ Certified copies of the priority documents have been received in Application No. _____.

   3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☐ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413) Paper No(s)/Mail Date _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   Claims 1-26 are subject to examination.

Response to Arguments

2.   Applicant's arguments filed 10/21/2005have been fully considered but they are

not persuasive for the following reasons:

Rejections Under 35 U.S.C. § 103:

Independent Claims 1, 8, 13, 20 and 25:

Applicant's argument:

"To explain more thoroughly, a specific exemplary scenario may be helpful.

Suppose a user is "surfing" the web at "Location A". Initially a user may request a view

or a web page which is provided to the user by a server at "Location B". Thus, a user

may be viewing a web page at "Location A" that was provided by a server at "Location

B". From a frame of this view (provided by "Location B") the user may request data

associated with a network address at "Location C". A frame identifier associated with

this frame and the requested network address may then be received at "Location D"

which is the tracking location. "Location D" may be distinct from both "Location A" and

"Location C", thus a user's movement between and among network addresses may be

tracked regardless of the fact that neither the location of the user ("Location A"), the

location providing the view from which the user made a request ("Location B") or the

location of the network address requested ("Location C") are synonymous with the

tracking location ("Location D"). Note that this scenario is exemplary and many other

possibilities or scenarios may be accomplished with embodiments of the present invention.

After reviewing the portions of the Gerace reference cited in the Office Action Applicant believes that neither Gerace nor Cohen discloses, "receiving a first frame identifier and a first network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location," as recited by Claim 1."

"Thus, the program 31 of Gerace creates views to be displayed to logged in user, sends these views to the user and records the selection activity of the user."

Examiner's response:

A specific exemplary scenario presented by the Applicant is not reflected into the claim 1 as stated above.

Gerace teaches what is recorded by the program 31 concerning to the user's activities:

enabling technologies
(use/don't use flag for each for this user) Even if don't
use, track presence for advertiser reporting.
helper apps list - can user hear audio,
video, what browser
plug-ins list
NLO list
persistent ActiveX objects   37b

FIG. 3C

User Interface Profile
User computer ID
categories   — 37c
category display

FIG. 3D

User Session
referring link
start datetime   37d
end datetime
computer ID
browser type

FIG. 3E

User Action History
action datetime
session ID   37e
ordinal sequence identifier
page ID
object clicked ID
object position on page
what was the context of the object that
precipitated the action
1st, 2nd, 3rd item?
Right or left side

User Viewing History   37t

    open datetime
    leave datetime
    ID
    ordinal sequence identifier
    precipitating action ID
    related object ID
    item ID
    item orientation
        orientation relative to related object ID (either a page or
        an object). Must track each orientation separately, in
        case an ad encompasses an object
            top
            bottom
            left
            right
            background

FIG. 3G

Messages / Notices and Warnings   45

    to user
    from user
    include identifier
    subject
    message
    ad package ID (optional, system choice if null; if designated ID
        is expired package, look for next package by advertiser. If
        none, system choice)
    Page ID (to forward a page reference)
    Link to additional info
    Messages will be sent either internally * or * through e-mail
    Notices and Warnings will always be sent internally and be
        duplicated through e-mail if possible.
    Delivery Date
    Read date (specific user read msg on date/time)

FIG. 4B

Also, Gerace teaches in col. 7, line 16 –48," **The User Action History Object 37e**

stores each click of a mouse and corresponding cursor position to effectively

record the user's motions/movements in a session. In particular, as illustrated in

FIG. 3f, User Action History Object 37e records (a) date and time of action, (b) session

identifier (indicating in which session of the User Session Object 37d the subject action

occurred), (c) sequence or order number of the action in the series of actions that

occurred in a common session, **(d) identification of screen view displayed at time**

action occurred, (e) identification of item selected by user (via click of mouse with

cursor positioned on item), and (f) screen position of selected item (e.g., first,

second or third menu item, right or left side).

The User Viewing History Object 37f stores information indicative of the screen

views displayed to the user in a session. Specifically, User Viewing History Object 37f

records an item identification (either agate or advertisement) and orientation of that

item for each item displayed to (and hence viewed by) the user in a session.

Orientation is noted relative to a page/screen view or an object identified in the

"related object ID" field of the User Viewing History Object 37f. Preferably,

orientation is indicated as being top, bottom, left, right or background of the

screen view. The Viewing History Object 37f also records an identifier (of each screen

view), ordinal sequence number (number order of screen view within series of screen

views displayed in a session), and an indication of the action from which this screen

view resulted (i.e., a reference to a corresponding User Action History Object 37e).

Lastly, the User Viewing History Object 37f records date and time of screen opening

and closing for each screen view. The foregoing is stored in an object table record

illustrated in FIG. 3g. "

Please also note in Fig. 3G, "Must track each orientation separately, in case an

ad encompasses an object."

Thus, Gerace teaches "wherein the first frame identifier is associated with a first

frame provided by a location distinct from the tracking location," as recited by Claim 1.",

and "records the selection activity of the user."

Claim Rejections - 35 USC § 103

3.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

4.   Claims 1-26 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Cohen et al. (Pub. No. US 2002/0152237) (herein after Cohen) in view of Gerace (5,

991, 735).

Referring to claims 1, 2, 5 and 7,

The reference Cohen teaches "Using pre-programmed basic comparison rules and

computer based mathematical models, matrices are used to represent statistical

information about the visitor's sessions on the web site" (Abstract).   It also teaches to

put the tracked data during user's session in the appropriate structure. [0013], and

stored in a database. [0014](generating an entry for a table).   The reference also

teaches recording the user sessions individually with three primary dimensions, one,

identity--who is accessing the site? , two, location - which pages did each user access, and in what order? , and three, time--when did the access occur? [0023, 0024, 0025]. The reference also teaches to record the list of parent and their children pages that are accessed by the user during a session. (Fig. 1, 0014, 0015-0019).   Thereby, the reference teaches that each entry in the database is made to record the user sessions wherein each entry pertains to the page visited in accordance with the order it is visited, associated time of each visit of the page and who accessed the page.

The reference specifically fails to teach receiving a first frame identifier and a first network address at a tracking location at a first time wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location.

The reference Gerace teaches program 31 which records the user's selections and his viewing activity. (col. 4, lines 39-40). The reference also teaches in col. 7, line 16 –48, that the viewing history that includes the referring link and (d) identification of screen view displayed at time action occurred, (e) identification of item selected by user (via click of mouse with cursor positioned on item), and (f) screen position of selected item (e.g., first, second or third menu item, right or left side).

The User Viewing History Object 37f stores information indicative of the screen views displayed to the user in a session. Specifically, User Viewing History Object 37f records an item identification (either agate or advertisement) and orientation of that item for each item displayed to (and hence viewed by) the user in a session. Orientation is noted relative to a page/screen view or an object identified in the "related object ID" field of the User Viewing History Object 37f. Preferably, orientation is indicated as being

top, bottom, left, right or background of the screen view. The Viewing History Object 37f also records an identifier (of each screen view), ordinal sequence number (number order of screen view within series of screen views displayed in a session), and an indication of the action from which this screen view resulted (i.e., a reference to a corresponding User Action History Object 37e). Lastly, the User Viewing History Object 37f records date and time of screen opening and closing for each screen view. (a first frame identifier and a first network address at a tracking location at a first time wherein the first frame identifier is associated with a first frame provided by a location distinct from the tracking location.) and other items shown in Figs.1, 3B-3G, Figs. 4A, 4B, 5A-5D.

Therefore, it would have been obvious to one having ordinary skill in the art at the time of invention was made to modify Cohen by adding program 31 of Gerace such that the each step of a viewing history of an user is recorded as an entry to a table with each referring links and an object identifications along with their orientations (frame identifiers and network addresses) along with the time of access to each of the referring links and an object identifications along with their orientations. Thus, the gathered statistical information is represented such that inefficiencies in the Internet web site (web site) may be determined and eliminated manually or automatically as taught by Cohen.

Referring to claim 3,

The reference Cohen teaches the claimed elements. (Fig. 1, [0014 – 0019]).

Referring to claim 4,

The reference Cohen teaches the claimed element. (Fig. 2, [0030]).

Referring to claim 6,

Keeping in mind the teachings of Cohen as stated above, the reference Cohen fails to teach network addressees owned by separate parties and, their ownerships and controls over each other as well as the report indicating that an user activated the second network address from the first network address. The reference Gerace teaches that the program controller obtains sponsor submitted advertisements from module 75, and generate a screen view formatted according to user preferences. (col.5, lines 43-47). (the first network address is significantly owned or controlled by a first party, the second network address is significantly owned or controlled by a second party; the first party is not significantly owned or controlled by the second party, and the second party is not significantly owned or controlled by the first party). The reference also teaches that the viewing history that includes the referring link and an object identifications along with their orientations (a user activated the second network address from the first network address) and other items shown in Figs. 3B-3G, Figs. 4A, 4B, 5A-5D. Therefore, it would have been obvious to one having ordinary skill in the art at the time of invention was made to modify Cohen by adding program 31 of Gerace such that the each step of a viewing history of an user is recorded as an entry to a table with each referring links and an object identifications along with their orientations (frame identifiers and network addresses) along with the time of access to each of the referring links and an object identifications along with their orientations. Thus, the gathered statistical

information is represented such that inefficiencies in the Internet web site (web site) may be determined and eliminated manually or automatically as taught by Cohen.

Referring to claims 8, 9, 10 and 11,

The reference Cohen teaches "Using pre-programmed basic comparison rules and computer based mathematical models, matrices are used to represent statistical information about the visitor's sessions on the web site" (Abstract). It also teaches to put the tracked data during user's session in the appropriate structure. [0013], and stored in a database. [0014](generating an entry for a table). The reference also teaches recording the user sessions individually with three primary dimensions, one, identity--who is accessing the site? , two, location - which pages did each user access, and in what order? , and three, time--when did the access occur? [0023, 0024, 0025]. The reference also teaches to record the list of parent and their children pages that are accessed by the user during a session. (Fig. 1, 0014, 0015-0019). The reference also teaches displaying a first view provided by a location to a user, wherein the first view includes a first frame having a first frame identifier and a second frame having a second frame identifier (Fig. 1, [0014 – 0019]). Thereby, the reference teaches that each entry in the database is made to record the user sessions wherein each entry pertains to the page visited in accordance with the order it is visited, associated time of each visit of the page and who accessed the page.

The reference specifically fails to teach sending the   first frame identifier and a first network address to a tracking station distinct from the location at a first time.

The reference Gerace teaches program 31 which records the user's selections and his viewing activity. (col. 4, lines 39-40). The reference also teaches that the viewing history that includes the referring link and an object identifications along with their orientations (sending the first frame identifier and a first network address to a tracking station distinct from the location at a first time.) and other items shown in Figs. 1, 3B-3G, Figs. 4A, 4B, 5A-5D. Therefore, it would have been obvious to one having ordinary skill in the art at the time of invention was made to modify Cohen by adding program 31 of Gerace such that the each step of a viewing history of an user is recorded as an entry to a table with each referring links and an object identifications along with their orientations (frame identifiers and network addresses) along with the time of access to each of the referring links and an object identifications along with their orientations. Thus, the gathered statistical information is represented such that inefficiencies in the Internet web site (web site) may be determined and eliminated manually or automatically as taught by Cohen.

Referring to claim 12,

Keeping in mind the teachings of Cohen as stated above, the reference also teaches the recording of users activities in different viewing sessions (Fig. 2). The reference also teaches an activation of an object from a frame that is a child frame of the parent frame. (Fig. 2, [003], Fig. 1, 0014, 0015-0019). The reference also teaches recording the user sessions individually with three primary dimensions, one, identity--who is accessing the site? , two, location - which pages did each user access, and in what order? , and three, time--when did the access occur? [0023, 0024, 0025]. The

reference also teaches to record the list of parent and their children pages that are accessed by the user during a session. (Fig. 1, 0014, 0015-0019). Thereby, the reference teaches that each entry in the database is made to record the user sessions wherein each entry pertains to the page visited in accordance with the order it is visited, associated time of each visit of the page and who accessed the page. The reference specifically fails to teach receiving frame identifiers and network addresses at a time.

The reference Gerace teaches program 31 which records the user's selections and his viewing activity. (col. 4, lines 39-40). The reference also teaches that the viewing history that includes the referring link and an object identifications along with their orientations (first frame identifier and a first network address at a first time) and other items shown in Figs. 3B-3G, Figs. 4A, 4B, 5A-5D. Therefore, it would have been obvious to one having ordinary skill in the art at the time of invention was made to modify Cohen by adding program 31 of Gerace such that the each step of a viewing history of an user is recorded as an entry to a table with each referring links and an object identifications along with their orientations (frame identifiers and network addresses) along with the time of access to each of the referring links and an object identifications along with their orientations. Thus, the gathered statistical information is represented such that inefficiencies in the Internet web site (web site) may be determined and eliminated manually or automatically as taught by Cohen.

Referring to claims 13, 14, 17 and 19,

Claims 13, 14, 17 and 19 are claims to a data processing system readable medium having code embodied therein, the code including instructions executable by a data

processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claims 1, 2, 5 and 7. Therefore, the claims 13, 14, 17 and 19 are rejected for the reasons set forth for the claims 1, 2, 5 and 7.

Referring to claim 15,

Claim 15 is a claim to a data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claim 3. Therefore, the claim 15 is rejected for the reasons set forth for the claim 3.

Referring to claim 16,

Claim 16 is a claim to a data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claim 4. Therefore, the claim 16 is rejected for the reasons set forth for the claim 4.

Referring to claim 18,

Claim 18 is a claim to a data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claim 6. Therefore, the claim 18 is rejected for the reasons set forth for the claim 6.

Referring to claims 20, 21, 22 and 23,

Claims 20, 21, 22 and 23 are claims to a data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claims 8, 9, 10 and 11. Therefore, the claims 20, 21, 22 and 23 are rejected for the reasons set forth for the claims 8, 9, 10 and 11.

Referring to claim 24,

Claim 24 is a claim to a data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform method steps of claim 12. Therefore, the claim 24 is rejected for the reasons set forth for the claim 12.

Referring to claim 25,

The reference Cohen teaches "Using pre-programmed basic comparison rules and computer based mathematical models, matrices are used to represent statistical information about the visitor's sessions on the web site" (Abstract). It also teaches to put the tracked data during user's session in the appropriate structure. [0013], and stored in a database. [0014](generating an entry for a table). The reference also teaches recording the user sessions individually with three primary dimensions, one, identity--who is accessing the site? , two, location - which pages did each user access, and in what order? , and three, time--when did the access occur? [0023, 0024, 0025].

The reference also teaches to record the list of parent and their children pages that are accessed by the user during a session. (Fig. 1, 0014, 0015-0019). Thereby, the reference teaches that each entry in the database is made to record the user sessions wherein each entry pertains to the page visited in accordance with the order it is visited, associated time of each visit of the page and who accessed the page.

The reference specifically fails to teach receiving a first frame identifier and a requested network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame and the requested network address was requested from the first frame and wherein, and the first frame was provided by a location distinct from the tracking location, and the originating network address that is associated with a page containing the first frame.

The reference Gerace teaches program 31 which records the user's selections and his viewing activity. (col. 4, lines 39-40). The reference also teaches in col. 7, line 16 –48, that the viewing history that includes the referring link and (d) identification of screen view displayed at time action occurred, (e) identification of item selected by user (via click of mouse with cursor positioned on item), and (f) screen position of selected item (e.g., first, second or third menu item, right or left side).

The User Viewing History Object 37f stores information indicative of the screen views displayed to the user in a session. Specifically, User Viewing History Object 37f records an item identification (either agate or advertisement) and orientation of that item for each item displayed to (and hence viewed by) the user in a session. Orientation is noted relative to a page/screen view or an object identified in the "related object ID"

field of the User Viewing History Object 37f. Preferably, orientation is indicated as being

top, bottom, left, right or background of the screen view. The Viewing History Object

37f also records an identifier (of each screen view), ordinal sequence number (number

order of screen view within series of screen views displayed in a session), and an

indication of the action from which this screen view resulted (i.e., a reference to a

corresponding User Action History Object 37e). Lastly, the User Viewing History Object

37f records date and time of screen opening and closing for each screen view.

(receiving a first frame identifier and a requested network address at a tracking location

at a first time, wherein the first frame identifier is associated with a first frame and the

requested network address was requested from the first frame and wherein, and the

first frame was provided by a location distinct from the tracking location, and the

originating network address that is associated with a page containing the first frame.)

and other items shown in Figs. 1, 3B-3G, Figs. 4A, 4B, 5A-5D. Therefore, it would have

been obvious to one having ordinary skill in the art at the time of invention was made to

modify Cohen by adding program 31 of Gerace such that the each step of a viewing

history of an user is recorded as an entry to a table with each referring links and an

object identifications along with their orientations (frame identifiers and network

addresses) along with the time of access to each of the referring links and an object

identifications along with their orientations. Thus, the gathered statistical information is

represented such that inefficiencies in the Internet web site (web site) may be

determined and eliminated manually or automatically as taught by Cohen.

Referring to claim 26,

The reference Cohen teaches "Using pre-programmed basic comparison rules and computer based mathematical models, matrices are used to represent statistical information about the visitor's sessions on the web site" (Abstract). It also teaches to put the tracked data during user's session in the appropriate structure. [0013], and stored in a database. [0014](generating an entry for a table). The reference also teaches recording the user sessions individually with three primary dimensions, one, identity--who is accessing the site? , two, location - which pages did each user access, and in what order? , and three, time--when did the access occur? [0023, 0024, 0025]. The reference also teaches to record the list of parent and their children pages that are accessed by the user during a session. (Fig. 1, 0014, 0015-0019). Thereby, the reference teaches that each entry in the database is made to record the user sessions wherein each entry pertains to the page visited in accordance with the order it is visited, associated time of each visit of the page and who accessed the page.

The reference specifically fails to teach receiving a first frame identifier and a requested network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame and the requested network address was requested from the first frame and wherein, and the first frame is associated with a view associated with a location remote from the tracking location, and the originating network address that is associated with a page containing the first frame.

The reference Gerace teaches program 31 which records the user's selections and his viewing activity. (col. 4, lines 39-40). The reference also teaches in col. 7, line 16 –48, that the viewing history that includes the referring link and <u>(d) identification of</u>

screen view displayed at time action occurred, (e) identification of item selected by user (via click of mouse with cursor positioned on item), and (f) screen position of selected item (e.g., first, second or third menu item, right or left side).

The User Viewing History Object 37f stores information indicative of the screen views displayed to the user in a session. Specifically, User Viewing History Object 37f records an item identification (either agate or advertisement) and orientation of that item for each item displayed to (and hence viewed by) the user in a session. Orientation is noted relative to a page/screen view or an object identified in the "related object ID" field of the User Viewing History Object 37f. Preferably, orientation is indicated as being top, bottom, left, right or background of the screen view. The Viewing History Object 37f also records an identifier (of each screen view), ordinal sequence number (number order of screen view within series of screen views displayed in a session), and an indication of the action from which this screen view resulted (i.e., a reference to a corresponding User Action History Object 37e). Lastly, the User Viewing History Object 37f records date and time of screen opening and closing for each screen view. (receiving a first frame identifier and a requested network address at a tracking location at a first time, wherein the first frame identifier is associated with a first frame and the requested network address was requested from the first frame and wherein, and the first frame is associated with a view associated with a location remote from the tracking location and the originating network address that is associated with a page containing the first frame.) and other items shown in Figs. 1, 3B-3G, Figs. 4A, 4B, 5A-5D. Therefore, it would have been obvious to one having ordinary skill in the art at the time

of invention was made to modify Cohen by adding program 31 of Gerace such that the

each step of a viewing history of an user is recorded as an entry to a table with each

referring links and an object identifications along with their orientations (frame identifiers

and network addresses) along with the time of access to each of the referring links and

an object identifications along with their orientations. Thus, the gathered statistical

information is represented such that inefficiencies in the Internet web site (web site)

may be determined and eliminated manually or automatically as taught by Cohen.

Conclusion

Examiner's note: Examiner has cited particular columns and line numbers in the

references as applied to the claims above for the convenience of the applicant.

Although the specified citations are representative of the teachings of the art and are

applied to the specific limitations within the individual claim, other passages and figures

may apply as well. It is respectfully requested from the applicant in preparing responses,

to fully consider the references in entirety as potentially teaching all or part of the

claimed invention, as well as the context of the passage as taught by the prior art or

disclosed by the Examiner.

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time

policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Ashok B. Patel whose telephone number is (571) 272-3972. The examiner can normally be reached on 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John A Follansbee can be reached on (571) 272-3964. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Abp
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